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FURTHER ANALYSES OF THE TEST OF PAID RADIO ADVERTISING FOR ARME--ETC(U)

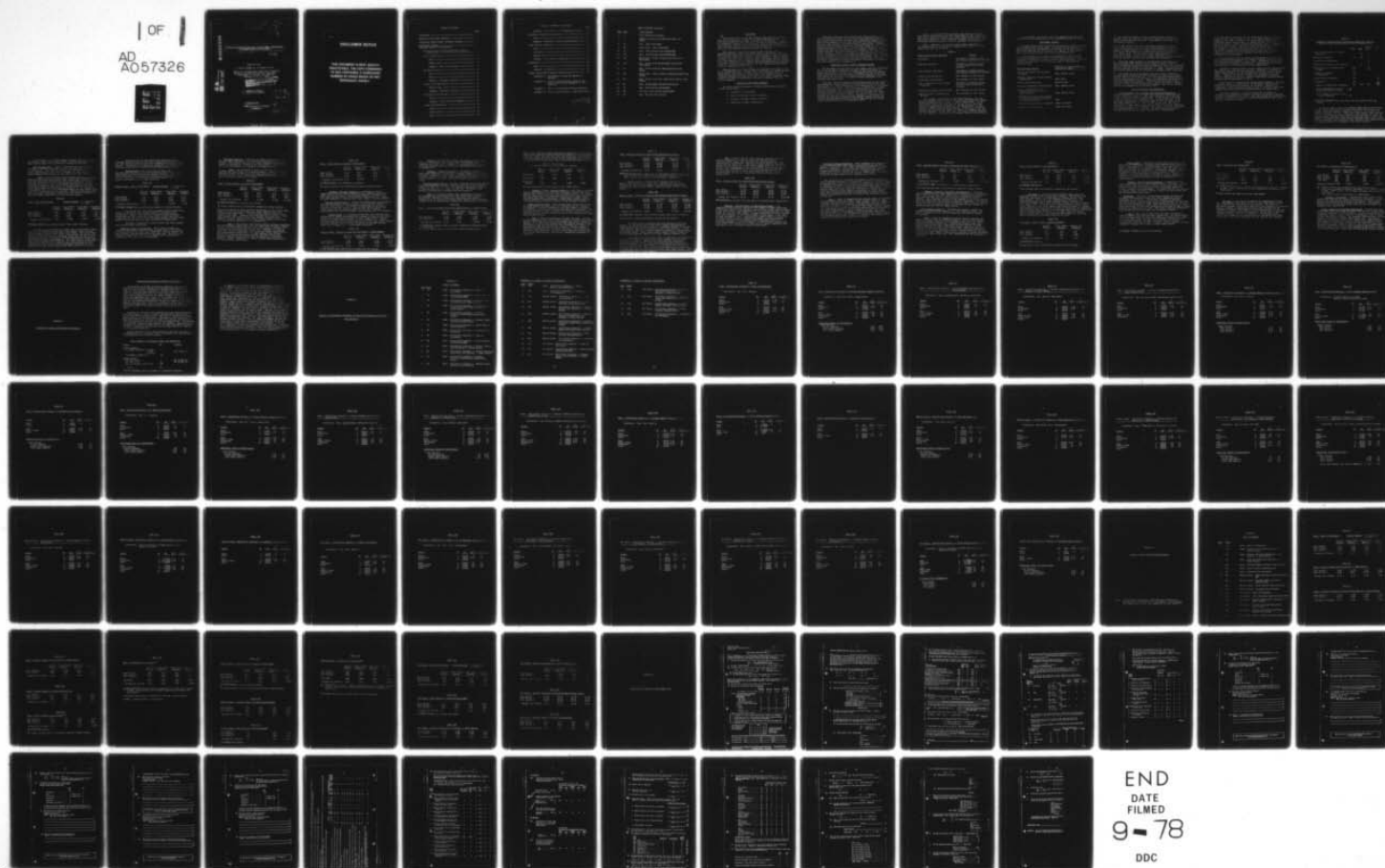
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Further Analyses of the Test of Paid Radio Advertising
for Armed Services Recruitment.

Volume IV.

Vol IV

Prepared for:

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Office of the Assistant Secretary of Defense
(Manpower and Reserve Affairs), DASD(MPP)
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Washington, D. C. 20301

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March 1977

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BACKGROUND

During Fall 1975, a test was designed and executed to determine the effectiveness of paid radio as an addition to the advertising media mix in support of military recruiting. A number of markets were matched on the basis of factors related to contracts for accession. Markets were subdivided, some receiving radio for only a single service, other markets using radio for three different services, and remaining markets serving as controls.

The period of radio advertising lasted thirteen weeks, beginning September 1975, and ending early in December. Starting with an August base period prior to commencement of radio, a number of potential effectiveness measures were gathered. These included contracts for accession, audits of local recruiting station traffic on a time sampling basis, inquiries about enlistment at the national level and a variety of attitudinal and behavioral measures obtained in market interview surveys during the base period and subsequent points in time during the test.

Further details of test design are contained in Volumes I and II of "A Media Mix Test of Paid Radio Advertising for Armed Services Recruitment", May 1976. Volume I also reported the results of formal tests of statistical significance on a subset of four criterion measures and discussed test results for a number of other criteria in terms of directional differences between test and control markets.

RESULTS OF THE FIRST ANALYSIS

The four criterion measures of radio effectiveness examined in some detail were:

1. Contracts for accession.
2. Local recruiting station inquiries.
3. Personal attitude toward enlistment.
4. Awareness of radio advertising.

Differences between radio markets and control markets were statistically significant in the case of the awareness measure. Local recruiting station inquiries were numerically higher in test than control markets for all four Services, but the differences were not large enough to be statistically significant. Likewise, contracts for accession showed net favorable change for test versus control markets for three out of four of the Services, but the differences were not statistically significant. Finally, attitude toward enlistment was not significantly different for radio versus control markets. Moreover, an unexpected but consistent finding for all four Services was a directional tendency for lower attitude rating in markets using radio versus control markets. The tentative explanation was that radio may have had a polarizing effect on attitudes, solidifying already unfavorable enlistment attitudes in the large majority of the population.

ADDITIONAL EFFECTIVENESS MEASURES DEFINED

The data base for the test was very large, and only relatively few of the potential criterion measures could be analyzed in detail in the time available for examining and reporting results. Other effectiveness measures began to emerge from the continuing advertising and attitude tracking study in the meantime, and this gave impetus to a decision to conduct further analyses of the original paid radio test.

Four new criterion measures were defined based on the survey questionnaire. These included (1) self reports of contact with recruiters, (2) claimed discussion of the possibility of enlistment with parents, (3) correct identification of advertising slogans, and (4) the association of favorable attributes with specific military services. Two additional effectiveness measures were included, both of which had appeared in the original test report but had not been formally analyzed. They were (1) telephone and mail inquiries for enlistment information through national clearing centers, and (2) rated attitude toward enlistment for the average young man (the original analysis used an attitude measure pertaining to self).

Lastly, two effectiveness measures that had been formally analyzed in the original test were reanalyzed, in the expectation that a more powerful analysis plan might reveal radio effects not disclosed originally. These measures included (1) audits of local recruiting station inquiries, and (2) contracts for accession.

Table 1 summarizes the various effectiveness measures in increasing order of directness of linkage (in a cause and effect sense) with the use of radio.

Table 1

<u>Radio Effectiveness Measures</u>	<u>Status</u>
Accessions	Included in original report with formal statistical analysis
National Inquiries	Included in original report without formal statistical analysis
Local Station Inquiries	Included in original report with formal statistical analysis
Contact with Recruiters	New variable in this report
Discussion with Parents	New variable in this report
Idea of Enlistment for Average Young Man	Included in original report without formal statistical analysis
Favorable Attribute Associations	New variable in this report
Identification of Advertising Slogans	New variable in this report

For example, advertising slogan identification, the last criterion measure on the list, is directly and relatively unambiguously associated with the use of media advertising. On the other hand, accessions -- at the top of the list -- are less directly influenced by advertising. Recruiter effort is more likely to impact directly on accessions. Generally, the direct linkage type advertising outputs are easier to measure than the indirect outputs. At the same time, the direct linkage measures are less useful in evaluating the economic payout of advertising.

As necessary, the various criterion measures are described more fully in the subsequent section describing detailed results.

MANAGEMENT SUMMARY

1. Enough statistically significant results were found in excess of the number expected by chance to warrant the conclusion that paid radio made an incremental contribution to the advertising and recruiting programs of the Services as a whole in test markets where used in conjunction with other media advertising.

2. The contribution of radio was measured in terms of eight effectiveness measures, ranging from advertising recall to the generation of recruiting station traffic and accessions. Services benefiting from radio advertising, by type of effectiveness measures were:

<u>Effectiveness Measure</u>	<u>Services for which Radio had Significant Impact</u>
Idea of Enlistment (an attitude measure)	Navy, Marine Corps
National Inquiries for Enlistment Information	Army, Navy
Contact with Recruiters	Marine Corps
Discussed Enlistment with Parents	Navy, Marine Corps
Correct Identification of Advertising Slogans (as to Service using)	Army, Marine Corps
Attribute Association (perception of Service as having desirable job characteristics)	Army
Local Recruiting Station Inquiries	Army, Air Force
Contracts for Accession	Army, Air Force

3. By individual Service, Army and Marine Corps showed the greatest range of response to radio in terms of the number of effectiveness measures involved. Navy and Air Force had fewer significant results.

4. To the extent there were consistent patterns in the way radio influenced the various effectiveness measures, generally level of advertising recall (slogan identification) increased sharply in radio markets and stayed flat in control markets, the latter to be expected, since other media advertising was still being used. On the other hand, radio was seen to stabilize or even reverse Fall seasonal downturns in such measures as local station inquiries and contracts for accession.

5. There was some evidence in the analyses of accession data that broadcast radio effects were delayed in their influence. The availability of post-test audits suggested that there might have been a carry-over effect for Army and Air Force that extended into the next quarter following termination of radio. Lagged broadcast advertising effects are not uncommon in consumer goods industries.

6. The second round of analysis uncovered little supporting evidence about the relative effectiveness of single versus multi-Service radio in given markets. Two test results favored multi-Service advertising, but this number of significant outcomes would have been expected by chance. Resolution of the question will require further experimentation with a design that uses a greater number of single-Service advertising markets than the two markets per Service assigned in the original test.

DETAILED RESULTS AND DISCUSSION

Decision Rules for Declaring Radio Effects Significant. A detailed description of the method of statistical analysis used may be found in Appendix A. The usual convention is to declare a statistical test result significant if the probability of the result is .05 or less. Sometimes, the .10 level is used. This is roughly equivalent to accepting odds of at least 95-to-5, or 90-to-10, respectively, of being right in declaring the result significant. Since either probability level is entirely arbitrary, and since the radio test represents the first controlled experiment in paid broadcast by the military, the conventional statistical limits can be argued as unduly conservative. Accordingly,

it was decided to allow the cut off probability level for statistical tests to rise as high as .13, or in other words, to accept slightly lower odds of 87-to-13 of being right in declaring a particular result significant. It should be made clear that the departure from so called conventional decision rules on probability levels results in more significant radio effects being declared in the analysis to follow than would otherwise be the case. However, the summary of statistical results for the entire radio test (Table 2), together with the discussion, takes into account the exact decision rules used in reaching conclusions about the contribution of paid radio.

In this section will be tabled and discussed in some detail those effectiveness measures that showed statistically significant test outcomes attributable to paid radio. References in the text to significance should be interpreted in the sense of statistical significance, not necessarily practical significance.

Appendix C contains tables of mean values for all statistically not significant effectiveness measures. Appendix B contains all statistical analyses and exact probability levels for the various tests. These tables are not brought into the main body of the report. However, the tables of means are numbered in parallel with the statistical analysis tables to facilitate cross-reference between text and Appendices B and C.

This section is organized by effectiveness measure. For each criterion, there is a description of the measure followed by a discussion of significant results, by Service. (There is no commentary at the individual Service level in instances where test results for specific criterion measures were not significant.)

For broad overview, the major significant findings for effectiveness measures and military services are brought together in Table 2 immediately following. The table shows the probabilities that the radio results that were declared significant could have, in fact, occurred by chance.

Table 2

Summary of Statistically Significant Radio Test Results
 (Entry is exact probability for test of radio effect)

	<u>Army</u>	<u>Navy</u>	<u>Marine Corps</u>	<u>Air Force</u>
Idea of Enlistment for Average Young Man		.04	.13	
National Inquiries	.02	.08		
Contact with Recruiters			.01	
Discussed Enlistment with Parents		.13	.01	
Identification of Advertising Slogan*	.05 .02		.05 .09	
Favorable Attribute Association*	.03 .12			
Local Station Inquiries	.01			.12
Accessions*	.01			.01
Number of Significant Outcomes	<u>7</u>	<u>3</u>	<u>5</u>	<u>.03</u> 3
Total Significant Outcomes	= 18			
Average Probability Level	= .06			
Total Number of Significance Tests Conducted	= 96			

* Multiple entries occur when more than one radio effect was tested.

As can be seen, a total of eighteen radio effects were found. A total of six significant outcomes would have been expected by chance, given the average probability level of .06 at which the results occurred. Had all significant radio effects been declared at the .13 probability level instead of the average .06 level, as many as twelve outcomes could have occurred by chance. Since the number of declared significant results exceeded both limits, it may be concluded with some confidence that military radio advertising had an aggregate effect as measured by the eight criteria.

On the basis of the total number of significant test results per Service, radio had greatest impact for Army and Marine Corps. Radio effects were less in evidence for Navy and Air Force.

Idea of Enlistment. Survey respondents were asked to rate the idea of military enlistment for the average young man (Appendix D, question 6). This attitude measure was not analyzed for statistical significance in the original report, but mean attitude ratings shifted in favor of radio markets in the case of all four Services.

Navy -- Table 9C shows mean attitude ratings in control markets where there was no Navy radio, single radio markets where only Navy used radio advertising, and joint radio markets where Navy and two other Services simultaneously advertised. As the asterisks show, there was a significant time trend in attitude for all markets combined, averaging 2.47 in the base period before radio advertising started, declining slightly to 2.41 during the first half of the test, then rebounding above the base period level to 2.54 in the second half of the test. Further statistical tests were conducted to determine whether the time trends occurred for all test market combinations or only certain markets.

Table 9C

<u>Navy: Idea of Enlistment</u>		<u>Average Rating:</u> 4 = Excellent 1 = Poor		
	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average, All Markets</u>
Base Period	2.46	2.38	2.57	2.47
Test Period 1	2.41	2.37	2.46	2.41
Test Period 2	<u>2.46</u>	<u>2.57</u>	<u>2.58</u>	<u>2.54</u>
Average, All Periods	2.44	2.44**	2.54**	2.47**

** Column entries vary significantly from column average.

As further noted in Table 9C, there was no significant change over time in control markets, while both single radio and joint radio markets reflected significant time trends. While attitudes in single radio markets were stable in both base and initial test periods (2.38 and 2.37), the attitude rating rose in test period two and was the main contributor to the statistically significant time trend in single radio markets. The time trend in joint radio markets was the result of a drop in the rating during the first test period (from 2.57 to 2.46) followed by recovery in test period two to the initial base period level (from 2.46 to 2.58).

As may be seen in the statistical analysis summary (Appendix Table 9B) none of the direct comparisons between control and radio markets were statistically significant for Navy on this measure. Consequently, we chose not to attempt to interpret comparisons on the basis of numerical differences between means.

Marine Corps -- As in the case of Navy, Table 25C shows that attitude toward Marine Corps enlistment also reflected a significant time trend across all markets combined. The average rating declined in test period one versus the base period (from 2.15 to 2.07), then recovered in the second half of the test. The trend is traceable to joint radio markets.

Table 25C

<u>Marine Corps: Idea of Enlistment</u>		<u>Average Rating:</u> 4 = Excellent 1 = Poor		
	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average, All Markets</u>
Base Period	2.13	2.09	2.23	2.15
Test Period 1	2.09	2.01	2.11	2.07
Test Period 2	<u>2.09</u>	<u>2.21</u>	<u>2.28</u>	<u>2.19</u>
Average, All Periods	2.10	2.10	2.21**	2.14**

** Column entries vary significantly around the column average.

It will be seen that control markets, after reflecting a decline in the first test period, failed to recover in the second half. Single radio markets registered proportionally higher gains in the second half than either of the other sets of markets, but due to the relatively small number of single radio markets, this time trend was not statistically significant.

No direct comparisons between control and radio markets were statistically significant.

Summary -- Idea of Enlistment. Radio effects showed up indirectly for Navy and Marine Corps as significant time trends in one or both of the radio test conditions. Control markets for both Services remained relatively flat over time. No direct comparisons between radio and control markets were statistically significant for any of the four Services.

National Inquiries. Toll-free telephone calls and mail requests for enlistment information were gathered through national clearing centers. The analysis was based on total inquiries per month by market of origination, divided by the QMA potential of the market, the latter for purposes of equating all markets on size.

Army -- As reflected in Table 2C, the time trend in national inquiries was significant for combined markets. Overall, monthly inquiries dropped slightly from the base period through test period one (from 13.1 to 10.2), then nearly doubled during the second half of the test (from 10.2 to 19.3).

Table 2C

Army: Total National Inquiries/Month/QMA^{a/}

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average, A Markets</u>
Base Period	13.5	16.1	9.6	13.1
Test Period 1	10.6	11.6	8.4	10.2
Test Period 2	<u>16.6</u>	<u>21.9</u>	<u>19.3</u>	<u>19.3</u>
Average, All Periods	13.6	16.5**	12.4**	14.2**

a/ Table entries are averages, per market.

** Column entries vary significantly around the column average.

Both single and joint radio markets contributed to the overall time trend, in that the trend within each radio condition was also statistically significant. Control markets did not change significantly over time. Monthly inquiries more than doubled in joint radio markets and slightly less than doubled in single radio markets. Direct comparisons of control versus radio markets were not statistically significant (see Appendix B).

Navy -- The overall time trend in Navy's national inquiries was statistically significant, with all three sets of markets registering a decline between base and first test period, followed by a recovery in the second half of the test. However, as shown by Table 10C, only the individual time trend for single radio markets was statistically significant. In these markets, the initial decline in inquiries was proportionally less and the eventual recovery proportionally greater than in control or joint radio markets. Direct comparisons of control versus radio markets were not statistically significant.

Table 10C

Navy: Total National Inquiries/Month/QMA^a

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Base Period	51.0	45.1	60.3	52.1
Test Period 1	42.2	39.1	50.9	44.1
Test Period 2	52.6	59.9	59.8	57.4
Average All Periods	48.6	48.0**	57.0	51.2**

a/ Table entries are averages, per market.

** Column entries vary significantly around column average.

Summary: National Inquiries -- Although no direct comparisons of test versus control markets produced significant radio effects for any of the Services, national inquiries for both Army and Navy showed statistically significant time trends in radio markets, in contrast with flat trends in control markets.

Contact with Recruiters. Survey respondents were asked whether they had had contact with a recruiter for a specific Service in the last three months. The measure analyzed was the percent claiming to have had contact. Only in test period one and two survey waves was the question made specific as to Service. Consequently, the base period had to be excluded from the analysis.

Marine Corps -- On average across both test periods, the percentage of survey respondents who claimed to have had recruiter contact was significantly higher in joint radio markets than in control or single radio markets, as seen in Table 27C. Without the availability of base period levels, it is not known with complete certainty whether this is truly the effect of multiple Service radio use or simply lack of good market matching.

Table 27C

Marine Corps: Percent Talked with Recruiter -- Three Months

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Test Period 1	4.0%	4.1%	9.5%	5.9%
Test Period 2	5.5%	3.4%	6.6%	5.2%
Average All Periods	4.8%	3.8%	8.0%	5.5%*

* Row entries vary significantly around the row average.

However, the case can be made that this is a true radio effect on the grounds that none of four independent tests comparing the three sets of markets in the base period on other criterion measures were statistically significant (see analyses in Appendix B).

Summary: Recruiter Contact -- Although a significant result was found only in the case of Marine Corps, a radio effect did show up directly in the form of a higher percentage of claimed recruiter contacts in joint radio markets than in single radio or control markets. No other significant radio related effects were found.

Discussion with Parents. Survey respondents were asked whether they had discussed possible enlistment with one or both parents during the past three months. The question was made specific as to Service only, in test waves one and two. Therefore, base period interviews were excluded from the analysis.

Navy -- As shown in Table 12C, the pattern (interaction) of response over time differed for the three sets of markets. The percent claiming to have had a discussion with parents remained flat in control and single radio markets, but increased sharply in joint radio markets during the second half of the test.

Table 12C

Navy: Percent Discussed Enlistment with Parents -- Three Months

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Test Period 1	9.5%	6.6%	7.3%	7.8%
Test Period 2	<u>7.5%</u>	<u>7.8%</u>	<u>11.8%</u>	<u>9.0%</u>
Average All Periods	8.5%	7.2%	9.6%**	8.4%*

* Interaction between time and radio condition is statistically significant.

** Column entries vary significantly around column average.

Marine Corps: Table 28C reveals essentially the same pattern as Navy's for parental discussion about possible Marine Corps enlistment, the only difference being that a direct time trend test rather than interaction test pin-pointed joint radio markets as nearly doubling in percent enlistment discussions in the second half of the test while controls and single radio markets stayed flat.

Table 28C Marine Corps:
Percent Discussed Enlistment with Parents - 3 months

	Control Markets	Single Radio Markets	Joint Radio Markets	Average All Markets
Test Period 1	4.1%	2.6%	3.9%	3.5%
Test Period 2	3.9%	3.4%	7.1%	4.8%
Average All periods	4.0%	3.0%	5.5%**	4.2%**

** column entries vary significantly around the column average.

Summary: Discussion with Parents -- The effects of multi-Service advertising in stimulating enlistment discussions with parents were demonstrated for Navy and Marine Corps. The effects did not appear until the second half of the test, which would be one reason why direct statistical comparisons of radio versus control markets failed generally to show radio effects when all test periods were averaged together in the original analysis.

Slogan Identification. Major advertising themes used by the Services during the radio test were presented one at a time as "statements" to survey respondents, who were asked to identify on a multiple choice basis the Service making the statement. The analysis in this section is based on the percent correct Service identification, averaged across the two or more advertising themes used by each Service.

Army -- Table 5C summarizes the data for Army. For all periods combined, both sets of radio markets produced significantly higher correct identification percentages than control markets. Further, it is seen that markets were essentially matched in the base period, and that separation later occurred as a result of increases in the two sets of radio markets. Control markets remained essentially flat throughout the test. The distinctly different time trends for test and control markets are what give rise to the statistically significant interaction footnoted in Table 5C.

Table 5C

14

Army: Percent Correctly Identifying Advertising Slogans

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average Markets</u>
Base Period	56.8%	58.5%	62.1%	59.1%
Test Period 1	56.9%	82.8%	74.7%	71.5%
Test Period 2	59.0%	84.0%	81.2%	74.7%
Average All Periods	57.6%	75.1%	72.7%	68.4%*

*** Both row averages (radio effect) and column averages (time trend) vary significantly around the all markets average. Also, the time X radio interaction is statistically significant.

Marine Corps -- Slogan identification data for the Marine Corps are shown in Table 29C. Averaged over all time periods, the differences between test and control markets were significant, with control markets achieving lower identification scores.

Table 29CMarine Corps: Percent Correctly Identifying Advertising Slogans

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Base Period	44.3%	43.3%	42.5%	43.4%
Test Period 1	34.3%	45.2%	56.5%	45.3%*
Test Period 2	41.3%	51.6%	55.4%	49.4%*
Average All Periods	39.9%	46.7%	51.5% ^{a/}	46.0%*

^{a/} Joint radio markets significantly higher than control markets.

* Row entries vary significantly around the row average.

The three sets of markets were well matched in the base period. In the first half of the test, slogan identification accuracy declined in control markets, increased slightly in single radio markets, and was up sharply in joint radio markets. In the second half of the test, control markets recovered to their average base period level, single radio markets showed further growth in slogan identification, while joint radio markets remained flat.

Some additional clarifying tests of statistical significance were run to determine whether joint radio markets out performed single radio markets. Numerically, multi-Service advertising facilitated Marine Corps slogan identification more effectively than solo Marine Corps advertising (51.5% correct identification versus 46.7% in Table 29C). However, as indicated in footnote a/ to Table 29C, the only specific conclusion that could be drawn from the additional significance tests was that joint radio markets performed better than control markets.

Navy -- One of the few false positive findings from this series of analyses is shown in Table 13C for Navy slogan identification. Here, the time trend by radio interaction was statistically significant. However, in this instance, the interaction was the result of slogan recall rising over time in control markets, while declining in joint radio markets. While the case might be made that the advertising of two other Services interfered with recall of Navy themes in joint radio markets, the more likely interpretation is that the significant interaction was simply a random event.

Table 13C

Navy: Percent Correctly Identifying Advertising Slogan

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Base Period	25.2%	30.7%	33.9%	29.9%
Test Period 1	28.0%	30.5%	32.6%	30.4%
Test Period 2	<u>33.5%</u>	<u>32.5%</u>	<u>28.8%</u>	<u>31.6%</u>
Average All Periods	28.9%	31.2%	31.8%	30.6% ***

*** Interaction between time and radio is statistically significant.

Summary: Identification of Advertising Slogan -- As suggested in the earlier section of this report in which additional advertising effectiveness measures were defined, slogan identification is the most direct, least ambiguous of the criteria available in this study, if also the least useful. Slogan identification data provided very clear evidence of the effectiveness of paid radio in the case of Army and Marine Corps. Starting from almost identical levels in the base period, recall of advertising themes increased markedly in single and joint radio markets, while remaining stable or declining somewhat in control markets. A statistically significant radio effect also showed up for Navy, but on closer examination was concluded to be a non-radio related random event.

Favorable Attribute Associations. Survey respondents were presented with a list of eleven attributes that could be associated with military service (Appendix D, question 7). The attribute phrasings were favorable in connotation, e.g., opportunity to better one's life, good starting pay, teaches valuable trade or skill. For each attribute, respondents indicated to which one Service, if any, the statement most applied. Summed across attributes, an eleven point attitude measure resulted (maximum score possible).

The rationale for including the measure in the analysis was that heightened awareness of a particular Service -- brought about by advertising -- would be reflected on average by a greater number of favorable attribute associations being made with that Service. Furthermore, it was felt that this relatively low-committal attitude measure might be a more sensitive indicator of advertising affect than the relatively high committal propensity to enlist rating, which directionally had shown a statistically not significant negative relationship with use of radio in the original analysis of the test.

Army -- Table 6C summarizes the average number of favorable attributes associated with Army. This is seen to be 6.2 when averaged over all markets and all time periods. For all markets combined, attribute associations increased significantly over time (6.0 to 6.4 to 6.2). Further, this trend could be traced to a significant increase in attribute associations in both single and joint radio markets. Control markets, on the other hand, declined slightly, but steadily, between the base period and the end of the test. The differential pattern for control versus radio markets was distinct enough to show up in the analysis as a statistically significant interaction effect.

Table 6C

Army: Average Number Attribute Associations (Max. Possible = 11)

	Control Markets	Single Radio Markets	Joint Radio Markets	Average All Markets
Base Period	6.1	6.1	5.9	6.0
Test Period 1	6.0	6.8	6.3	6.4
Test Period 2	5.9	6.3	6.3	6.2
Average All Periods	6.0	6.4**	6.2**	6.2 ^{a/} **

a/ The time X radio interaction is statistically significant.

** Column entries vary significantly around the column average.

Summary: Favorable Attribute Associations -- Attribute associations as an attitude measure were related in an interpretable way to the use of Army radio advertising, on average increasing over time in radio markets and declining slightly in control markets. The composite attribute scale appears to be more sensitive than the single attitude rating for idea of enlistment. The latter scale reflected no statistically significant radio effects, although as may be seen in Appendix Table 1C, the mean rating trended up directionally over time in radio markets.

Local Station Inquiries. Telephone and walk-in traffic at recruiting stations were audited on a time sampling basis, from which a measure of total station inquiries per hour/per market was developed.

Army -- Table 7C summarizes average hourly inquiries per market for local Army recruiting stations. For all time periods averaged together, the variation between control and test markets was statistically significant. Differences between radio and control markets were also significant in both periods of radio advertising, but not during the base period. From base period on through to the end of the test, single radio markets maintained a constant level of approximately nineteen station inquiries per hour. Controls and radio markets experienced a decline in hourly inquiries in the first half of the test, then stabilized for the remainder of the time.

Table 7C

Army: Total Station Inquiries/Hour^{a/}

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average Market:</u>
Base Period	14.2	18.7	11.6	14.8
Test Period 1	7.6	18.7	6.7	11.0*
Test Period 2	7.8	19.5	7.7	11.7*
Average All Periods	9.0	18.9	8.7	12.5*

a/ Average per market.

* Row entries vary significantly around the row average.

Air Force -- Local recruiting station audits were not available for Air Force single radio markets. The analysis was therefore restricted to a comparison of control versus joint radio markets. These data are summarized in Table 23C. For combined base and test periods, average hourly inquiries in joint radio markets were more than double those of control markets (6.4 versus 2.9). Although even in the base period before advertising started, joint radio markets were running higher on average than controls (7.9 versus 4.0), it will be noted that the separation did not become large enough to be declared statistically significant until the second half of the test. By that time, the average hourly inquiry rate in control markets had dropped to less than half of the base period rate (from 4.0 to 1.7).

Table 23C

Air Force: Total Station Inquiries/Hour^{a/}

	<u>Control Markets</u>	<u>Joint Radio Markets</u>	<u>Averall All Markets</u>
Base Period	4.0	7.9	5.9
Test Period 1	3.1	5.9	4.5
Test Period 2	1.7	5.4	3.6*
Averall All Periods	2.9	6.4	4.7*

a/ Average per market.

* Row entries vary significantly around the row average.

Marine Corps -- Recruiting station data for Marine Corps were also not available in markets where Marine Corps advertised alone. The analysis of controls versus joint radio markets produced no statistically significant result, and the means are not shown in the text of the report. As an aside, however, inspection of Appendix Table 31C shows a general pattern for Marine Corps similar to the one observed for Air Force, i.e., a marked seasonal reduction in recruiting station traffic in control markets, in contrast to a slight increase over time in inquiries in joint radio markets.

Summary: Local Station Inquiries -- Significant radio effects were observed for Army and Air Force. For both Services, radio advertising appeared to stabilize or at least slow down seasonal declines in recruiting station inquiries during the months of August through November. A similar pattern was observed for Marine Corps recruiting station traffic, but the trends were not statistically significant.

Accessions. The final effectiveness measure analyzed was contracts for accession among high school graduates, Mental Categories I, II and III. These were reported at biweekly intervals for the twelve months prior to commencement of the test, for the thirteen weeks of radio advertising, and for the next four weeks (month of December) after radio was discontinued. 1/ These data were scaled to four week intervals and divided by QMA to equate markets for differences in size. The formal analysis recognized a base period, two test periods, and a post-test period.

Army -- The overall time trend for Army accessions in combined markets was statistically significant. As characterized by the average values in Table 8C, monthly accessions were stable across the base period and both test periods, then declined in the post-test period. Further, all three sets of markets registered a post-test decline. However, control markets declined further on average than single or joint radio markets.

1/ Source: General Research Corporation.

Table 8C

Army: Contracts for Accession^{a/}

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Base Period	.112	.112	.123	.116
Test Period 1	.093	.104	.117	.105
Test Period 2	.122	.135	.117	.125
Post-Test	.073	.092	.099	.088
Average All Periods	.100**	.111	.114	.108**

^{a/} High school graduates, mental categories I, II, and III, divided by QMA. Table entries are average accessions per market, per four weeks.

** Column entries vary significantly from column average.

Air Force -- Air Force accessions are summarized in Table 24C. The overall time trend, as well as the time trend for each set of markets was statistically significant. The point of similarity between trends was a sharp post test decline in accessions. Further, however, a significant time by radio interaction was traceable to single radio markets, which experienced a larger than average increase in accessions during the second half of the test (reaching .138 vs. .108 for all markets). In absolute terms, single radio markets also retained more of the second half gain in the post test period (holding .071 vs. .060 for all markets).

Table 24C

Air Force: Contracts for Accession 1/

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Base Period	.095	.069	.094	.086
Test Period 1	.069	.061	.069	.066
Test Period 2	.093	.138	.093	.108
Post Test	.055	.071	.055	.060
Average All Periods	.078**	.084**	.078**	.080** ^{2/}

** Column entries vary significantly from column average.

1/ High school graduates, mental categories I, II, and III divided by QMA. Table entries are average accessions per market, per four weeks.

2/ Time trend by radio interaction is significant.

Summary: Accessions -- Significant radio effects were detected in Army and Air Force contracts for accession. In both cases, radio advertising appeared to stabilize to some extent declines in accessions in the post-test period. The apparent delayed effect of broadcast advertising has been documented by consumer goods advertisers.

Single versus Multi-Service Advertising. As will have been noted, very little has been said about the relative effectiveness of single versus multi-Service radio. In only two instances were significant effects found (total of 32 possible), both of which favored multi-Service radio. The measures involved were recruiter contact in the case of Marine Corps (Table 27C) and station inquiries in the case of Air Force (Table 23C). Approximately this number of significant results would be expected by chance. The thinness of the evidence points to the need for further experimentation to establish the relative value of single vs multi-service broadcast advertising. In the future, a more powerful test design will be required in the sense of assigning a larger number of single Service broadcast markets.

APPENDIX A

Experimental Design and Method of Analysis

Experimental Design and Method of Analysis

For purposes of formal statistical analysis, the test was treated as a factorial design with repeated measurements over time, and the method of analysis of variance was used to test effects. The repeated measurements design allows experimental error to be partitioned into two parts, one error part appropriate for tests of significance on the radio variable and the second error term appropriate for tests of time trends and the interaction of time with radio condition. Typically, the second error term in the repeated measurements design is a number of magnitudes smaller than the first error term, leading in this instance to more sensitive significance tests on time trends and the time X radio interaction than if the unpartitioned error term were instead used.

Analysis of covariance was combined with the repeated measures factorial design in order to remove statistically the effects of up to three market variables that could not be controlled experimentally (e.g., local wage rate). Following is an outline of the basic partitioning of variance, showing the various experimental effects isolated for purposes of tests of significance. The removal of covariate effects are not shown in the example. The analyses of variance and covariance were carried out using the BMD/P2V program of UCLA. A separate analysis was run for each Service on each of eight criterion measures.

Unless otherwise noted, data reported in the text are based on adjustments for covariates, where covariates were significantly correlated with the criterion measure.

Basic Analysis of Variance Format for Radio Test

<u>Source</u>	<u>df</u>	<u>F Ratio</u>
Between Markets		
(1) Radio Condition - single	2	
- joint		MS (1)/MS (2)
- control		
(2) Markets within RC	9*	
Within Markets		
(3) Time Period	2	MS (3)/MS (5)
(4) Time X RC	4	MS (4)/MS (5)
(5) T X (markets within RC)	18*	
Total	35	

* To be adjusted, based on number of covariates employed.

In addition to the major tests of significance called for by the formal analysis plan above, numerous other statistical tests are possible. For example, the test for radio (single versus joint versus control) could be made for each of the three time periods of the test as well as for the average of all time periods. Likewise, the statistical test for time trend (Base Period versus Test Period 1 versus Test Period 2) could be made for each of the radio conditions individually. Also, a number of paired test combinations are possible, such as single versus joint radio markets, single radio versus control markets, and joint radio markets versus controls. However, there are dangers in indiscriminately conducting all possible tests of significance, particularly if they are suggested on the basis of looking at these data. The problem is twofold. The more tests conducted, the more outcomes likely to be significant by chance alone. Second, in the case of paired comparison tests, the use of the sampling distribution for student's 't' or the standard 'F' ratio, results in probabilities that are erroneously low. That is, too many statistically significant outcomes are produced. The usual procedure, and the one followed in this analysis, was to conduct secondary significance tests only in cases where the primary tests called for by the experimental design were statistically significant. A cut-off of .13 was set for declaring primary tests significant. Further, where additional paired comparison tests were carried out, special sampling distributions were used in order to hold probabilities at the desired level for declaring outcomes significant.

APPENDIX B

Results of Statistical Analyses for Eight Effectiveness Measures
Four Services

APPENDIX B

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Table 1B

Army: Statistical Analysis -- Idea of Enlistment

Covariates: Age, race, quality

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.05732	1.88	.23
Covariates	3	.07065	2.31	.18
Error	6	.03056		
Time	2	.01454	1.15	.34
Radio X Time	4	.00338	.27	.89
Covariates	3	.01511	1.19	.35
Error	15	.01265		

Table 2B

Army: Statistical Analysis -- Total National Inquiries/Mo/QMA

Covariates: Wage Rate, Race, Unemployment

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00177	.13	.88
Covariates	3	.03969	2.91	.12
Error	6	.01360		
Time	2	.02007	4.89	.02
Radio X Time	4	.00157	.38	.82
Covariates	3	.00184	.45	.65
Error	15	.00410		

Additional Tests of Significance

Time (Within)		
Control Markets	1.31	>.25
Single Radio Markets	3.89	<.05
Joint Radio Markets	3.90	<.05

Table 3B

Army: Statistical Analysis -- Percent Talked with Recruiter,
Three Months

Covariates: Race, Unemployment, Recruiter Staff/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00101	.31	.74
Covariates	3	.00041	.13	.94
Error	6	.00322		
Time	1	.00071	.18	.68
Time X Radio	2	.00166	.43	.66
Covariates	2	.00250	.65	.55
Error	7	.00384		

Table 4B

Army: Statistical Analyses -- Percent Discussed Enlistment with
Parents -- Three Months

Covariates: Age, Quality, Wage Rate

<u>Source</u>	<u>df</u>	<u>MS</u>	F Ratio	F <u>Probability</u>
Radio	2	.00107	1.00	.42
Covariates	3	.00318	2.98	.12
Error	6	.00107		
Time	1	.00772	4.44	.07
Radio X Time	2	.00050	.29	.76
Covariates	2	.00175	1.01	.41
Error	7	.00174		

Table 5B

Army: Statistical Analysis -- Percent Correctly Identifying
Advertising Slogan¹

Covariates: Age, Quality, Number Recruiting Stations/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.07981	5.13	.05
Covariates	3	.00426	.27	.84
Error	6	.01554		
Time	2	.00696	2.85	.09
Radio X Time	4	.00958	3.92	.02
Covariates	3	.00346	1.41	.28

Table 6B

Army: Statistical Analysis -- Average Number Attribute Associations

Covariates: Age, Race, Quality

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.3783	.11	.90
Covariates	3	.61927	1.79	.25
Error	6	.34657		
Time	2	.35163	4.29	.03
Radio X Time	4	.18074	2.20	.12
Covariates	3	.27077	3.30	.05
Error	15	.08206		

Additional Tests of Significance

Radio (Within)		
Base Period	1.05	.57
Test Period 1	6.33	.01
Test Period 2	8.33	.00

Table 7B

Army: Statistical Analysis -- Total Station Inquiries/Hour

Covariates: Outdoor Advertising \$/QMA
Magazine/Sunday Supplement \$/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	243.081	9.53	.01
Covariates	2	39.781	1.56	.28
Error	7	25.515		
Time	2	1.351	.11	.90
Radio X Time	4	10.5596	.84	.52
Error	16	12.591		

Additional Tests of Significance

Radio (Within)			
Base Period		1.84	.23
Test Period 1		5.39	.04
Test Period 2		5.36	.04

Table 8B

Army: Statistical Analysis -- Contracts for Accession

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00094	.33	.73
Error	9	.00283		
Time	3	.00244	6.04	.01
Radio X Time	5	.00031	.77	.60
Error	27	.00040		

Additional Tests of Significance

Time (Within)			
Control Markets		4.62	.01
Single Radio Markets		1.60	.21
Joint Radio Markets		1.63	.21

Table 9B

Navy: Statistical Analysis -- Idea of Enlistment

Covariates: Age, Race, Quality

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.01407	.69	.54
Covariates	3	.00920	.45	.73
Error	6	.02047		
Time	2	.03477	3.96	.04
Radio X Time	4	.00526	.59	.67
Covariates	3	.02746	.06	.82
Error	15	.00879		

Additional Tests of Significance

Time (Within)			
Control Markets		.48	.63
Single Radio Markets		2.94	.08
Joint Radio Market		2.91	.09

Table 10B

Navy: Statistical Analysis -- Total National Inquiries/Mo/QMA

Covariates: Wage Rate, Race, Unemployment

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F Ratio</u>	<u>F Probability</u>
Radio	2	.04285	.51	.63
Covariates	3	.10177	1.21	.38
Error	6	.02047		
Time	2	.02697	2.89	.08
Radio X Time	4	.00376	.40	.80
Covariates	1	.00175	.19	.67
Error	17	.00931		

Additional Tests of Significance

Time (Within)			
Control Markets		1.25	.31
Single Radio Markets		2.31	.13
Joint Radio Markets		1.56	.24

Table 11B

Navy: Statistical Analysis -- Percent Talked with Recruiter
Three Months

Covariates: Race, Unemployment, Recruiter Staff/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00155	.97	.43
Covariates	3	.00474	2.97	.12
Error	6	.00160		
Time	1	.0023	.11	.74
Radio X Time	2	.00108	.54	.61
Covariates	2	.00014	.00	.95
Error	7	.00199		

Table 12B

Navy: Statistical Analysis -- Percent Discussed Enlistment with
Parents -- Three Months

Covariates: Age, Quality, Wage Rate

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F Ratio</u>	<u>F Probability</u>
Radio	2	.00128	.55	.60
Covariates	3	.00097	.41	.75
Error	6	.00233		
Time	1	.00042	.30	.60
Radio X time	2	.00396	2.83	.13
Covariates	2	.00213	1.53	.28
Error	7	.00140		

Additional Tests of Significance

Time (Within)		
Control Markets	.58	>.25
Single Radio Markets	.10	>.50
Joint Radio Markets	4.48	.08

Table 13B

Navy: Statistical Analysis -- Percent Correctly Identifying
Advertising Slogan

Covariates: Age, Quality, Number Recruiting Stations/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00256	.48	.64
Covariates	3	.00170	.32	.81
Error	6	.00536		
Time	2	.00452	1.35	.29
Radio X Time	4	.00872	2.61	.08
Covariates	3	.00977	6.12	.03
Error	15	.00334		

Table 14B

Navy: Statistical Analysis -- Average Number Attribute Associated

Covariates: Age, Race, Quality

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.84384	2.22	.19
Covariates	3	1.90734	5.01	.05
Error	6	.38082		
Time	2	.05544	1.02	.39
Radio X Time	4	.06959	1.28	.32
Covariates	3	.31291	5.74	.01
Error	15	.05443		

Table 15B

Navy: Statistical Analysis -- Total Station Inquiries/Hour

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>P</u> <u>Probability</u>
Radio	2	1.69599	.10	.90
Error	9	16.77350		
Time	2	72.53848	17.94	.00
Radio X Time	4	3.43077	.85	.51
Error	18	4.04		

Table 16B :Navy: Statistical Analysis -- Contracts for Accession

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00277	.76	.50
Error	9	.00366		
Time	3	.00202	3.24	.04
Radio X Time	6	.00056	.90	.51
Error	27	.00062		

Table 25BMarine Corps: Statistical Analysis -- Idea of Enlistment

Covariates: Age, Race, Quality

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.02639	1.11	.39
Covariates	3	.12235	5.16	.04
Error	6	.02370		
Time	2	.03215	2.37	.13
Radio X Time	4	.00709	.52	.72
Covariates	3	.00769	.57	.65
Error	15	.01357		

Additional Tests of Significance

Time (Within)			
Control Markets		1.64	.23
Single Test Markets		1.48	.26
Joint Test Markets		3.13	.07

Table 26B

Marine Corps: Statistical Analysis -- Total National Inquiries/Reg

Covariates: Wage Rate, Race, Unemployment

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.05160	1.59	.28
Covariates	3	.03507	1.08	.43
Error	6			
Time	2	.05593	9.65	.00
Radio X Time	4	.00446	.77	.56
Covariates	2	.00283	.49	.62
Error	16	.00580		

Table 27B

Marine Corps: Statistical Analysis -- Percent Talked with
 Recruiter -- Three Months

Covariates: Race, Unemployment, Recruiter Staff/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00364	11.05	.01
Covariates	3	.00156	4.76	.05
Error	6	.00033		
Time	1	.00069	.50	.50
Radio X Time	2	.00090	.65	.55
Covariates	2	.00036	.26	.78
Error	7	.00138		

Table 28B

Marine Corps: Statistical Analysis -- Percent Discussed
 Enlistment with Parents -- Three Months

Covariates: Age, Quality, Wage Rate

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F Ratio</u>	<u>F Probability</u>
Radio	2	.00071	.85	.47
Covariates	3	.00043	1.12	.41
Error	6	.00084		
Time	1	.00199	3.65	.10
Radio X Time	2	.00007	.12	.89
Covariates	2	.00181	3.33	.10
Error	7	.00054		

Additional Tests of Significance

Time (Within)		
Control Markets	.02	.89
Single Test Markets	.31	.59
Joint Test Markets	5.53	.06

Table 29B

Marine Corps: Statistical Analysis -- Percent Correctly
Identifying Advertising Slogan

Covariates: Age, Quality, Number Recruiting Stations/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.02947	3.66	.09
Covariates	3	.00394	.49	.70
Error	6	.00805		
Time	2	.00323	.54	.59
Radio X Time	4	.01161	1.96	.15
Covariates	3	.00338	.57	.64
Error	15	.00592		

Additional Significance Tests

Radio (Within)			
Base Period		.06	.95
Test Period 1		18.24	.00
Test Period 2		7.35	.00
Joint Radio Markets vs. Control Markets $t =$	3.37		.05

Table 30B

Marine Corps: Statistical Analysis -- Average Number Attribute
Associations

Covariates: Age, Race, Quality

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.54384	2.83	.14
Covariates	3	.38169	1.98	.22
Error	6	.19233		
Time	2	.12705	1.75	.21
Radio X Time	4	.06469	.89	.49
Covariates	3	.20769	2.86	.07
Error	15	.07261		

Table 31BMarine Corps: Statistical Analysis -- Total Station Inquiries/Hour

Covariates: Outdoor Advertising \$/QMA Magazine/Sunday
 Supplement \$/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	1	5.16641	1.20	.32
Covariates	2	14.47366	3.36	.11
Error	6	4.30583		
Time	2	..74646	.78	.48
Radio X Time	2	1.11699	1.17	.34
Covariates	2	.77323	.81	.47
Error	14	.95598		

Table 32B

Marine Corps: Statistical Analysis -- Contracts for Accession

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00087	.86	.46
Error	9	.00101		
Time	3	.00090	2.79	.06
Radio X Time	6	.00017	.51	.79
Error	27	.00032		

Table 17B

Air Force: Statistical Analysis -- Idea of Enlistment

Covariates: Age, Race, Quality

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.02347	1.54	.29
Covariates	3	.7287	4.79	.05
Error	6	.01520		
Time	2	.00024	.01	.98
Radio X Time	4	.00154	.09	.98
Covariates	3	.04112	2.55	.10
Error	15	.01613		

Table 18BAir Force: Statistical Analysis -- Total National Inquiries/Mo/QMA

Covariates: Wage Rate, Race, Unemployment

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>P</u> <u>Probability</u>
Radio	2	.00118	.40	.69
Covariates	3	.00833	2.83	.13
Error	6	.00294		
Time	2	.00346	.87	.44
Radio X Time	4	.00155	.39	.81
Covariates	2	.00220	.55	.59
Error	16	.00399		

Table 19B

Air Force: Statistical Analysis -- Percent Talked with
 Recruiter -- Three Months

Covariates: Race, Unemployment, Recruiter Staff/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.00105	1.24	.35
Covariates	3	.00123	1.45	.32
Error	6	.00085		
Time	1	.00055	1.51	.26
Radio X Time	2	.00044	1.21	.35
Covariates	2	.00045	1.24	.35
Error	7	.00036		

Table 20B

Air Force: Statistical Analysis -- Percent Discussed Enlistment
with Parents -- Three Months

Covariates: Age, Quality, Wage Rate

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>P</u> <u>Probability</u>
Radio	2	.00051	.20	.83
Covariates	3	.00133	1.43	.28
Error	6	.00259		
Time	1	.00001	.01	.92
Radio X Time	2	.00167	1.69	.25
Covariates	2	.00002	.02	.98
Error	7	.00099		

Table 21B

Air Force: Statistical Analysis -- Percent Correctly Identifying
Advertising Slogan

Covariates: Age, Quality, Number Recruiting Stations/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.01593	1.25	.35
Covariates	3	.00141	.11	.95
Error	6	.01272		
Time	2	.00020	.04	.96
Radio X Time	4	.00042	.09	.99
Covariates	3	.00032	.07	.98
Error	15	.00483		

Table 22B

Air Force: Statistical Analysis -- Average Number Attribute
Associations

Covariates: Age, Race, Quality

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>F</u> <u>Probability</u>
Radio	2	.16111	.16	.86
Covariates	3	.41954	.41	.76
Error	6	1.03371		
Time	2	.33163	1.65	.23
Radio X Time	4	.04419	.22	.92
Covariates	3	.87033	4.32	.50
Error	15	.20131		

Table 23BAir Force: Statistical Analysis -- Total Station Inquiries/Hour

Covariates: Outdoor Advertising \$/QMA Magazine/Sunday
 Supplement \$/QMA

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F</u> <u>Ratio</u>	<u>P</u> <u>Probability</u>
Radio	1	114.79582	3.27	.12
Covariates	2	38.53682	1.10	.39
Error	6	35.15886		
Time	2	4.27215	1.32	.30
Radio X Time	2	.87949	.27	.77
Covariates	3	2.01183	.62	.55
Error	14	3.22507		

Additional Tests of Significance

Radio (Within)			
Base Period		2.91	.11
Test Period 1		1.56	.23
Test Period 2		8.04	.01

Table 24BAir Force: Statistical Analysis -- Contracts for Accession

<u>Source</u>	<u>df</u>	<u>MS</u>	<u>F Ratio</u>	<u>Probability</u>
Radio	2	.0037		
Error	9	.00736	.05	.95
Time	3	.00302	4.56	.01
Radio X Time	6	.00143	2.16	.08
Error	27	.00066		

Additional Tests of Significance

Time (Within)			
Control Markets		2.18	.11
Single Radio Markets		3.84	.02
Joint Radio Markets		2.22	.10

APPENDIX C

Tables of Mean Effectiveness Measures

NOTE: Statistically significant effectiveness measures are summarized in the main body of the report. Statistically not significant results are summarized in this appendix.

APPENDIX C

Index of Tables

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	22C	Air Force: Average Number Attribute Association

Table 1C

Army: Idea of Enlistment

Average Rating: 4 = Excellent
1 = Poor

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Base Period	2.11	2.24	2.02	2.12
Test Period 1	<u>2.12</u>	2.39	2.15	2.22
Test Period 2	<u>2.13</u>	<u>2.38</u>	<u>2.18</u>	<u>2.23</u>
Average All Periods	2.12	2.34	2.12	2.19

Table 3C

Army: Percent Talked with Recruiter -- Three Months

Test Period 1	6.8%	10.2%	8.5%	8.5%
Test Period 2	<u>9.9%</u>	<u>8.4%</u>	<u>11.4%</u>	<u>9.9%</u>
Average All Periods	8.4%	9.3%	9.9%	9.2%

Table 4C

Army: Percent Discussed Enlistment with Parents -- Three Months

Test Period 1	6.1%	7.6%	4.8%	6.2%
Test Period 2	<u>10.4%</u>	<u>7.9%</u>	<u>10.3%</u>	<u>9.5%</u>
Average All Periods	8.2%	7.8%	7.5%	7.9%

Table 11C

Navy: Percent Talked with Recruiter -- Three Months

	<u>Control</u> <u>Markets</u>	<u>Single Radio</u> <u>Markets</u>	<u>Joint Radio</u> <u>Markets</u>	<u>Average All</u> <u>Markets</u>
Test Period 1	2.7%	6.6%	9.2%	4.5%
Test Period 2	6.6%	7.7%	6.0%	6.8%
Average All Periods	4.6%	7.1%	6.6%	6.1%

Table 14C

Navy: Average Number Attribute Associations

Base Period	6.4	6.0	6.7	6.4
Test Period 1	6.5	6.1	6.5	6.4
Test Period 2	6.0	6.3	6.4	6.2
Average All Periods	6.3	6.1	6.5	6.3

Table 15C

Navy: Total Station Inquiries/Hour a/

Base Period	10.7	9.0	9.0	9.6
Test Period 1	4.2	5.9	3.6	4.6
Test Period 2	4.7	5.5	5.5	5.2
Average All Periods	6.5	6.8	6.0	6.5**

a/ Average per market.

** Column entries vary significantly from the column average.

Table 16CNavy: Contracts per Accession a/

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average All Markets</u>
Base Period	.081	.077	.089	.082
Test Period 1	.071	.017	.064	.051
Test Period 2	.091	.039	.063	.064
Post-Test	<u>.087</u>	<u>.069</u>	<u>.079</u>	<u>.078</u>
Average All Periods	.083	.051	.074	.069**

a/ High school graduates, Mental Categories I, II and III, divided by QMA. Table entries are average accessions per market, per four weeks.

** Column entries vary significantly from the column average.

SOURCE: General Research Corporation.

Table 26C

Marine Corps: Total National Inquiries/Month/QMAa/

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average Markets</u>
Base Period	36.6	22.9	26.1	28.5
Test Period 1	11.2	15.0	11.9	14.2
Test Period 2	40.2	21.4	28.0	29.9
Average All Periods	31.4	19.7	22.0	24.4**

a/ Table entries are averages per market

** Column entries vary significantly from the column average.

Table 30C

Marine Corps: Average Number Attribute Associations

Base Period	5.6	5.2	5.6	5.5
Test Period 1	5.1	5.1	5.5	5.2
Test Period 2	5.2	5.5	5.6	5.4
Average All Periods	5.3	5.3	5.6	5.4

Table 31C

Marine Corps: Total Station Inquiries/Houra/

Base Period	1.2	1.4	1.3
Test Period 1	.4	1.4	.9
Test Period 2	.5	1.9	1.2
Average All Periods	.7	1.6	1.1

a/ Average per market.

Table 32C

Marine Corps: Contracts for Accession^{a/}

	<u>Control Markets</u>	<u>Single Radio Markets</u>	<u>Joint Radio Markets</u>	<u>Average Market</u>
Base Period	.057	.057	.044	.053
Test Period 1	.060	.038	.042	.047
Test Period 2	.064	.056	.042	.054
Post-Test	<u>.036</u>	<u>.028</u>	<u>.035</u>	<u>.033</u>
Average All Periods	.054	.044	.041	.047**

^{a/} High school graduates, Mental Categories I, II, and III, divided by QMA. Table entries are average accessions per market, per four weeks.

** Column entries vary significantly from column mean.

Table 12C

Air Force: Idea of Enlistment

Average Rating: 4 = Excellent
 1 = Poor

	<u>Control</u> <u>Markets</u>	<u>Single Radio</u> <u>Markets</u>	<u>Joint Radio</u> <u>Markets</u>	<u>Average All</u> <u>Markets</u>
Base Period	2.59	2.51	2.71	2.60
Test Period 1	2.57	2.56	2.65	2.59
Test Period 2	<u>2.48</u>	<u>2.54</u>	<u>2.64</u>	<u>2.55</u>
Average All Periods	2.55	2.54	2.67	2.58

Table 18C

Air Force: Total National Inquiries/Month/QMAa/

Base Period	7.4	9.6	15.1	10.7
Test Period 1	5.3	8.5	6.9	6.9
Test Period 2	<u>6.0</u>	<u>10.6</u>	<u>7.4</u>	<u>8.0</u>
Average All Periods	6.2	9.5	9.8	8.6

a/ Table entries are average per market.

Table 19C

Air Force: Percent Talked with Recruiter -- Three Months

Test Period 1	3.1%	3.3%	5.8%	4.1%
Test Period 2	<u>6.1%</u>	<u>4.8%</u>	<u>5.4%</u>	<u>5.5%</u>
Average All Periods	4.7%	4.1%	5.6%	4.8%

Table 20C

Air Force: Percent Discussed Enlistment with Parents

	<u>Control</u> <u>Markets</u>	<u>Single Radio</u> <u>Markets</u>	<u>Joint Radio</u> <u>Markets</u>	<u>Average</u> <u>Markets</u>
Test Period 1	6.2%	7.4%	9.9%	7.5%
Test Period 2	<u>9.7%</u>	<u>6.7%</u>	<u>7.7%</u>	<u>8.0%</u>
Average All Periods	7.9%	7.0%	8.8%	7.9%

Table 21C

Air Force: Percent Correctly Identifying Advertising Slogan

Base Period	30.3%	33.9%	37.9%	34.0%
Test Period 1	28.3%	38.1%	38.1%	34.8%
Test Period 2	<u>29.8%</u>	<u>39.3%</u>	<u>37.6%</u>	<u>35.6%</u>
Average All Periods	29.5%	37.1%	37.9%	34.8%

Table 22C

Air Force: Average Number Attribute Associations

Base Period	6.6	6.7	7.4	6.9
Test Period 1	6.5	6.5	6.8	6.6
Test Period 2	<u>6.3</u>	<u>6.5</u>	<u>6.7</u>	<u>6.5</u>
Average All Periods	6.5	6.6	6.9	6.7

APPENDIX D

Survey Questionnaire -- Paid Radio Test

ARMED FORCES ADVERTISING STUDY II

Hello. My name is _____ of Valley Forge Information Service, an independent research company in Pennsylvania. We are conducting a survey in your city to find out attitudes of young men towards future occupations. (SPEAK TO ANY ADULT IN HOUSEHOLD.)

1. Are there any young men 17 to 24 years old who are members of this household?

Yes ... 14-1 (CONTINUE WITH Q. 1a)

No ... (TERMINATE AND ONLY RECORD "A" ON CALL RECORD SHEET)

1a. How many? (CIRCLE NUMBER) 1 2 3 4 5 or more (SPECIFY) _____

1b. Is he/are they at home now or will he/they be home sometime between _____ and _____?

Yes ... 16-1 (GO TO Q. 2a)

No ... 16-2 (TERMINATE AND ONLY RECORD "A" ON CALL RECORD SHEET)

ASK ONLY AFTER OCTOBER 12th:

1c. Has he/have they been living at home anytime since Saturday, October 11th?

Yes ... 16-3

No ... 16-4

(ASK Q. 2a & 2b ABOUT EACH MALE 17-24 SEPARATELY, STARTING WITH THE OLDEST UNDER MALE #1, NEXT OLDEST UNDER MALE #2, AND SO ON DOWN TO YOUNGEST. IF 5 OR MORE, RECORD OTHERS ON SEPARATE SCREENER.)

2a. How old is he? (How old is the oldest, next oldest, etc.?)

2b. What was the last grade of school he completed?

	Male #1 (Oldest)	Male #2	Male #3	Male #4 (Youngest)
Q. 2a AGE: _____				
Q. 2b. Last Grade School Completed:				
Grade School or Less	1	1	1	1
High School:				
9th Grade	2	2	2	2
10th Grade	3	3	3	3
11th Grade	4	4	4	4
Completed High School	5	5	5	5
Special Training (Non-College)	6	6	6	6
College:				
1 year	7	7	7	7
2 years	8	8	8	8
3 years	9	9	9	9
4 years or more	0	0	0	0

CIRCLE THE STATEMENT WHICH APPLIES:

1. IF NO MAN 17-24 WITH 2 YEARS COLLEGE OR LESS, (CODES 1-8), TERMINATE.
2. IF ONLY ONE MAN WITH 2 YEARS COLLEGE OR LESS, ASK TO INTERVIEW HIM AND PROCEED TO QUESTION 3a -- DO NOT WRITE IN BOX BELOW.
3. IF TWO OR MORE MEN WITH 2 YEARS COLLEGE OR LESS, COPY THEIR AGES INTO SELECTION BOX BELOW.

LIST AGES OF ALL MEN
WITH 2 YEARS COLLEGE
OR LESS BEGINNING
WITH THE OLDEST:

AGE
1. _____ X
2. _____ X
3. _____ X
4. _____ X

INTERVIEW LAST MAN
LISTED WITH AN "X"
ON HIS LINE --
NO ONE ELSE

MAKE UP TO FIVE CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED

1st Appointment: DATE: _____ TIME: _____ RESULT: _____
2nd Appointment: DATE: _____ TIME: _____ RESULT: _____
3rd Appointment: DATE: _____ TIME: _____ RESULT: _____

BE SURE YOU HAVE FILLED IN THE IDENTIFICATION NUMBER FROM CALL RECORD SHEET
AT TOP OF PAGE

TELEPHONE NUMBER: (AREA CODE) _____

CONTINUE INTERVIEW ONLY WITH QUALIFIED MALE 17 TO 24.

Hello...I'm _____, calling from Valley Forge Information Services, in Pennsylvania. We are conducting a survey to find out young men's attitudes towards future occupations and would like to have your opinion. Your household has been chosen completely by chance. Any information you give us is entirely confidential since we do not need your name if you complete this interview. Do you have about fifteen minutes to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON PAGE 1.)

3a. First of all, just to be sure I am interviewing the right person, what is your age, please? (CIRCLE CODE FOR EXACT AGE.)

17 ... 1	18 ... 2	19 ... 3	20 ... 4
21 ... 5	22 ... 6	23 ... 7	24 ... 8
Other Age: _____ (TERMINATE HERE)			

3b. What was the name of the last school you attended?

3c. And also, what was the last grade you completed at this school?

Grade school (8th grade) or less	1	20-
9th Grade	2	
10th Grade	3	
11th Grade	4	
12th Grade (graduated high school)	5	
1 or 2 years special training in vocational or trade school	6	
1st year college (freshman)	7	
2nd year college (sophomore)	8	
3rd year college (Junior)	9	
4th year college or more	0	

TERMINATE HERE

3d. Now let's talk about your plans for the next few years ... what do you think you might be doing?

IF RESPONDENT REFERS TO MILITARY/ARMED SERVICES WITHOUT NAMING SPECIFIC SERVICE ASK Q. 3e; OTHERWISE SKIP TO Q. 4.

3e. Do you have any particular branch of the Armed Services in mind?

Yes ... (ASK Q. 3f)	1	23-
No ... (SKIP TO Q. 4)	2	

3f. Which branch is that? (DO NOT READ)

Air Force	1	24-
Army	2	
Marine Corps	3	
Navy	4	
Other (SPECIFY)		
	5	

4. Now, I'm going to read you a list of several things which young men might consider their late teens or early twenties. For each one I read, please tell me if there is "possibility" or "no possibility at all" that you might spend time doing that. READ LIST BEFORE ASKING Q. 4a, STARTING WITH THE ✓'d STATEMENT.

FOR EACH "OCCUPATION" WHERE "SOME POSSIBILITY" IS ANSWER (CODE 1), ASK:

- 4a. You said there was "some possibility" that you might spend some time (NAME OCCUPATION). Would you be "very likely," "fairly likely" or "not very likely" to do that?

READ ✓'d
STATEMENT FIRST

		Q. 4		Q. 4a		
		SOME POSS.	NO POSS.	VERY LIKELY	FAIRLY LIKELY	NOT VERY LIKELY
<input type="checkbox"/> Working on construction jobs	(25)	1	2	(36)	3	
<input type="checkbox"/> Working in a business office	(26)	1	2	(37)	3	
<input type="checkbox"/> Travelling around seeing the country	(27)	1	2	(38)	3	
<input type="checkbox"/> Attending college or school full time	(28)	1	2	(39)	3	
<input type="checkbox"/> Working in a factory	(29)	1	2	(40)	3	
<input type="checkbox"/> Working in a laboratory or other technical job	(30)	1	2	(41)	3	2
<input checked="" type="checkbox"/> Working in a retail store	(31)	1	2	(42)	3	2
<input type="checkbox"/> Serving in any of the Armed Forces	(32)	1	2	(43)	3	
<input type="checkbox"/> Being unemployed and job hunting	(33)	1	2	(44)	3	2
<input type="checkbox"/> Working in a civil service job	(34)	1	2	(45)	3	2
<input type="checkbox"/> Working on a farm	(35)	1	2	(46)	3	2

- 4b. Have you had any past military service including the National Guard, a paid college military program, or any of the Reserve Forces?

Yes . . . (ASK Q. 4c AND TERMINATE) . . . 1
No . . . (SKIP TO Q. 4d) 2

IF "YES," ASK:

- 4c. Which branch of the Armed Services was that? (DO NOT READ)

Air Force . . . 3 Army . . . 4 Marine Corps . . . 5 Navy . . . 6 Other . . . 7
(SPECIFY)

TERMINATE AND RECORD YOUR NAME AND DATE BELOW

- 4d. Are you now under any written obligation to serve in any of the armed services, including the National Guard, a paid college program, or any of the Reserve forces?

Yes . . . 79-1 (ASK REMAINDER OF Q. 4)

No . . . -2 THIS IS AN ELIGIBLE RESPONDENT -
GO TO LONG FORM

- 4e. Which branch of the armed services is that? (DO NOT READ)

Air Force . . . 79-3 Army . . . 4 Marine Corps . . . 5 Navy . . . 6 Other . . .
(SPECIFY)

- 4f. Had you signed up to serve before September 8th of this year?

Yes, before September 8th . . . 79-8 [NOT ELIGIBLE]

No, after September 8th -9 [ELIGIBLE]

- 4g. On approximately what date did you sign up? (SPECIFY DAY AND MONTH)

ALL WHO SIGNED UP AFTER SEPTEMBER 8th, GO TO LONG FORM.

TERMINATE IF SIGNED UP BEFORE SEPTEMBER 8th. RECORD YOUR NAME AND DATE BELOW. BE SURE TO PUT ID NUMBER ON TOP OF PAGE 1.

INTERVIEWER: _____

DATE: _____

COMPLETE INTERVIEW ONLY IF QUALIFIED MALE HAS NO MILITARY ASSOCIATION
("10" TO BOTH Q. 4b and 4d)

NOW LOOK BACK TO QUESTION 4:

IF RESPONDENT SAID "NO POSSIBILITY AT ALL"
OF SERVING IN THE ARMED FORCES, SKIP TO Q. 6

OR

ASK Q. 5 IF "SOME POSSIBILITY" OF
SERVING IN THE ARMED FORCES.

GROUP 0

5. Just think for a moment about (NAME SERVICE MARKED #1). Is there any possibility at all that you would serve in this branch of the armed services? (REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED BEFORE ASKING Q. 5a)

5a. (IF "YES" OR "DON'T KNOW" TO Q. 5 ASK:) Would you say you would be very likely, fairly likely, or not very likely to enter (NAME SERVICE)?

ASK IN NUMERICAL ORDER:	Q. 5	Q. 5a		
		VERY LIKELY	FAIRLY LIKELY	NOT VERY LIKELY
(2) Air Force	(47) Yes, poss. . . . 1 Don't know . . . 2 No, not poss. . . 3	(51) 3	2	1
(4) Army	(48) Yes, poss. . . . 1 Don't know . . . 2 No, not poss. . . 3	(52) 3	2	1
(3) Marine Corps	(49) Yes, poss. . . . 1 Don't know . . . 2 No, not poss. . . 3	(53) 3	2	1
(1) Navy	(50) Yes, poss. . . . 1 Don't know . . . 2 No, not poss. . . 3	(54) 3	2	1

6. Now, regardless of your own personal plans, I would like to know how you feel about the idea of enlistment in each armed service for the average young man of your age.

For the average young men of your age, do you think enlisting in the (NAME SERVICE MARKED #1) is an excellent idea, good idea, fair idea or poor idea?

(REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED AND REPEAT RATING SCALE AS NECESSARY)

ASK IN NUMERICAL ORDER		IDEA OF ENLISTING IS:			
		Excellent	Good	Fair	Poor
(2) Air Force	55-	4	3	2	1
(4) Army	56-	4	3	2	1
(3) Marine Corps	57-	4	3	2	1
(1) Navy	58-	4	3	2	1

7. Now I'd like to read you several statements. They may or may not apply to one or more of the armed services. After I read each statement, please tell me whether or not you think it applies to any of the armed services....The first statement is ... (NOW READ STATEMENT WITH RED "/")

Do you think this statement applies to any of the Armed Services?

(CIRCLE CODE FOR "YES" OR "NO" BELOW; THEN ASK Q. 7a BEFORE READING NEXT STATEMENT. BE SURE TO READ ALL STATEMENTS)

IF "YES," ASK:

7a. To which service or services does it apply?
(CIRCLE ONE OR MORE ANSWERS)

(START HERE)	Q.7 Applies To Armed Services		Q. 7a Statement applies to			
	Yes	No	Air Force Army Marine Corps Navy			
() Gives you an opportunity to better your life	15-	1 2	26-	1 2	3	4
() Trains you for leadership . .	16-	1 2	27-	1 2	3	4
() Teaches you a valuable trade.	17-	1 2	28-	1 2	3	4
() Gives you a college education while you serve	18-	1 2	29-	1 2	3	4
() Allows you to see many different countries of the world	19-	1 2	30-	1 2	3	4
() Allows you to have a family life	20-	1 2	31-	1 2	3	4
() Is a career you can be proud of	21-	1 2	32-	1 2	3	4
() Has other men you would like to work with	22-	1 2	33-	1 2	3	4
() Gives you the job you want .	23-	1 2	34-	1 2	3	4
() Gives you a job which is challenging	24-	1 2	35-	1 2	3	4
() Pays well to start	25-	1 2	36-	1 2	3	4

8a. During the past month, have you seen or heard any advertising for the Navy, in particular?

(15)

Yes ... -1 →
No ... -2 →

ASK Q. 8b

GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9 IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Navy during the past month? (READ LIST)

YES

NO

(15)

Television?	1	
Radio?	2	--(ASK Q. 8c) a
Billboards?	3	--(ASK Q. 8g) a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Navy during the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 17-
_____ 18-
_____ 19-
_____ 20-
_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-
_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

- 8e. What do you recall hearing in the radio advertising for the Navy in the past month?
(PROBE: What did it say? What else do you remember?)

_____ 24
_____ 25
_____ 26
_____ 27
_____ 28

- 8f. What do you think was the main point this radio advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 29
_____ 30

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE OR TO Q. 9 IF NEXT PAGE IS WHITE

- 8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard advertising for the Navy in the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 31
_____ 32
_____ 33
_____ 34
_____ 35

- 8h. What do you think was the main point this billboard advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 36
_____ 37

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9 IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Air Force in particular?

(15)

Yes ... -1 →
No ... -2 →

ASK Q. 8b

GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9
IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Air Force during the past month? (READ LIST)

	YES	NO
	(16)	
Television?	1	a
Radio?	2 --(ASK Q. 8e)	a
Billboards?	3 --(ASK Q. 8g)	a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8c.
IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Air Force during the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

_____ 17-
_____ 18-
_____ 19-
_____ 20-
_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-
_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS
LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

- 8e. What do you recall hearing in the radio advertising for the Air Force in the past month?
(PROBE: What did it say? What else do you remember?)

_____ 24-
_____ 25-
_____ 26-
_____ 27-
_____ 28-

- 8f. What do you think was the main point this radio advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 29-
_____ 30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE OR TO Q. 9 IF NEXT PAGE IS WHITE

- 8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard advertising for the Air Force in the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 31-
_____ 32-
_____ 33-
_____ 34-
_____ 35-

- 8h. What do you think was the main point this billboard advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 36-
_____ 37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9 IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Marine Corps in particular?

(15)
Yes ... -1 → ASK Q. 8b
No ... -2 → GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9
IF THIS IS LAST COLOR FOR Q. 8

8b. In which of the following do you recall seeing or hearing the advertising for the Marine Corps during the past month? (READ LIST)

	YES	NO
	(16)	
Television?	1	a
Radio?	2 --(ASK Q. 8c)	a
Billboards?	3 --(ASK Q. 8g)	a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.
IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Marine Corps during the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

_____ 17-
_____ 18-
_____ 19-
_____ 20-
_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-
_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

Now I would like to read you a few statements which may or may not have been made by some of the armed services. As I read the statement, I will say the word "service" instead of the particular service or services who made the statement. The first statement is (READ STATEMENT WITH THE RED "A")

Do you recall any of the armed services making this statement? (CIRCLE ONE FOR "YES" OR "NO")

(IF "YES" TO Q. 9a. ASK:) 9b. Which service or services made this statement? (CIRCLE ONE OR MORE ANSWERS)

ALL (WHETHER "YES" OR "NO" TO Q. 9a):

Now interested are you in this statement I just read -- are you very interested, fairly interested, not very interested, or not at all interested? (CIRCLE CODE FOR APPROPRIATE RATING FOR EACH STATEMENT UNDER Q. 9c BELOW)

ASK ALL APPROPRIATE QUESTIONS FOR EACH STATEMENT UNTIL ENTIRE LIST READ

	Q. 9a		Q. 9b		Q. 9c				ASK EVERYONE Q. 9c:		
	YES	NO	AIR FORCE	ARMY	MARINE CORPS	NAVY	DK	VERY INT.	FAIRLY INT.	NOT VERY INT.	NOT AT ALL
The SERVICE can train you in one of more than 250 skills	15- 1	2	27-1	2	3	4	5	39-4	3	2	1
For 200 years the SERVICE has kept its ranks small and its standards high	16- 1	2	28-1	2	3	4	5	40-4	3	2	1
When you sign up for the SERVICE today, you can also sign up for Europe	17- 1	2	29-1	2	3	4	5	41-4	3	2	1
The SERVICE recruiter will tell you what career training you qualify for, even before you enlist	18- 1	2	30-1	2	3	4	5	42-3	3	2	1
Go for pride. See a SERVICE recruiter	19- 1	2	31-1	2	3	4	5	43-4	3	2	1
Join the people who join the SERVICE	20- 1	2	32-1	2	3	4	5	44-4	3	2	1
No other service offers more educational opportunities than the SERVICE	21- 1	2	33-1	2	3	4	5	45-4	3	2	1
Meet its challenge, master its opportunity, live its adventure - in the SERVICE. 22- 1	2	2	34-1	2	3	4	5	46-4	3	2	1
Further your education through the Community College of the SERVICE where you can learn while you earn	23- 1	2	35-1	2	3	4	5	47-4	3	2	1
If you qualify, the SERVICE will train you in one of 70 career fields	24- 1	2	36-1	2	3	4	5	48-4	3	2	1
Look up--be looked up to in the SERVICE	25- 1	2	37-1	2	3	4	5	49-4	3	2	1
There is a SERVICE education program called PROJECT AHEAD, which lets me earn my college credits while in the SERVICE with the SERVICE paying	26- 1	2	38-1	2	3	4	5	50-4	3	2	1
75% of my tuition											

10a. Thank you for giving us your opinions about the advertising. Now I want to ask you about things you, yourself, have done ...

Which of the following activities related to the military have you, yourself, done the past five years? (READ LIST STARTING WITH ✓'D ITEM: DO NOT ASK Q. 10b UNTIL ENTIRE LIST READ)

FOR EACH DONE IN PAST 5 YEARS, ASK Q. 10b (AND Q. 10c IF "YES" TO PAST 3 MOS.)

10b. Have you (READ STATEMENT) in the past three months?

10c. For which service or services was that?

START HERE	10a. DID IN PAST 5 YRS. (15)	10b. DID IN PAST 3 MOS.		10c. WHICH SERVICE OR SERVICES?		
		YES (17)	NO	AIR FORCE	ARMY	NAVY
(✓) Have you gone to a recruiting station and talked to a recruiter?	1	1	a	19-1	2	3
() Have you talked to a recruiter somewhere other than at a recruiting station?	2	2	a	20-1	2	3
() Have you heard a recruiter give a talk at your high school?	3	3	a	21-1	2	3
() Have you talked to a recruiter by telephone?	4	4	a	22-1	2	3
() Have you discussed enlistment with friends?	5	5	a	23-1	2	3
() Have you discussed relative benefits of each service with friends	6	6	a	24-1	2	3
() Have you discussed enlistment with friends already in the service?	7	7	a	25-1	2	3
() Have you talked with a guidance counselor at school about enlistment?	8	8	a	26-1	2	3
() Have you talked with your Father about enlistment?	9	9	a	27-1	2	3
() Have you talked with your Mother about enlistment?	0	0	a	28-1	2	3
() Have you had at least one full year of ROTC in high school or college for one of the armed services?	(16) 1	(18) 1	a	29-1	2	3
() Have you inquired into entering a military college?	2	2	a	30-1	2	3
() Are you actually enrolled in a military college now?	3	3	a	31-1	2	3
() Have you inquired into an Officer Candidate program?	4	4	a	32-1	2	3
() Have you taken an aptitude test in high school given by the armed services?	5	5	a	33-1	2	3

ASK EVERYONE:

10c. Have you received any mailing from the armed services during the past 3 months without requesting it?

IF "YES" TO 10c, d OR e, ASK:

Which service or services was that?

AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
--------------	------	-----------------	------	---------------

Received mailing (34) -1
Did not (SKIP TO 10f) -2

35-1	-2	-3	-4	-x
------	----	----	----	----

10d. Have you read any of these mailings during the past 3 months?

Read (36) -1
Did not read (SKIP TO Q. 10f) -2

37-1	-2	-3	-4	-x
------	----	----	----	----

10e. Have you responded to any of the armed services mailings?

Responded (38) -1
Did not -2

39-1	-2	-3	-4	-x
------	----	----	----	----

ASK EVERYONE:

10f. During the past 3 months have you called a toll free number which you saw in a service advertisement?

IF "YES" ASK:

Which service or services was that?

AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
--------------	------	-----------------	------	---------------

Called (40) -1
Did Not Call -2

41-1	-2	-3	-4	-x
------	----	----	----	----

10g. In the past 3 months have you sent in any magazine or newspaper coupon from a service advertisement?

Yes (42) -1
No -2

43-1	-2	-3	-4	-x
------	----	----	----	----

Now we would like to ask you about how much time you spend with radio and television. We're interested also in some of your likes and dislikes.

11. About how many hours did you watch television: (READ A, B, C AND WRITE IN SPACE NUMBER OF FULL OR PARTIAL HOURS)

HOURS WATCHED YESTERDAY

- 11a. Before 7:30 p.m. yesterday?

None ... 0

- 11b. What about from 7:30 p.m. to 11:00 p.m. yesterday?

None ... 0

- 11c. How about after 11 p.m. yesterday?

None ... 0

12. Next, about radio ... About how many hours did you listen to the radio: (READ Q. 12a THROUGH e AND WRITE IN EXACT FULL OR PARTIAL HOURS)

HOURS LISTENED YESTERDAY

- a. Between 6:00 a.m. and 10:00 a.m. yesterday?

None ... 0

- b. Between 10:00 a.m. and 3:00 p.m. yesterday?

None ... 0

- c. Between 3:00 p.m. and 7:00 p.m. yesterday?

None ... 0

- d. Between 7:00 p.m. and midnight yesterday?

None ... 0

- e. After midnight last night?

None ... 0

- 12f. Some people prefer certain kinds of radio shows to others. We would like to know what types of programs you yourself listen to ...

For each type of radio program I mention, please tell me whether you listen to it regularly, occasionally, or almost never. (READ LIST)

START HERE		REGULARLY	OCCASIONALLY	ALMOST NEVER	
<input type="checkbox"/>	News	1	2	3	60-
<input type="checkbox"/>	Rock and Roll	1	2	3	61-
<input checked="" type="checkbox"/>	Rhythm & Blues	1	2	3	62-
<input type="checkbox"/>	Country and Western Music	1	2	3	63-
<input type="checkbox"/>	Popular Music	1	2	3	64-
<input type="checkbox"/>	Classical Music	1	2	3	65-
<input type="checkbox"/>	Talk Shows	1	2	3	66-
<input type="checkbox"/>	Soul or Jazz	1	2	3	67-
<input type="checkbox"/>	Sports Events	1	2	3	68-
<input type="checkbox"/>	Religious Programs	1	2	3	69-

- 13a. Considering Monday through Friday of the last full week, on how many days out of those five did you, yourself, read or look into at least one newspaper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 Five ... 5 70-

- 13b. What about the Sunday newspaper ... out of the past four Sundays, on how many did you, yourself, read or look into a Sunday paper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 71-

- 13c. What about the magazine section -- out of the past four Sundays, on how many did you, yourself, read or look into the Magazine Section of the Sunday newspaper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 72-

14. We would also like to know something about the magazines you read. For each magazine I name, please tell me how many issues out of the last four you have read or looked into, if any: (READ ENTIRE LIST. IF "NOT SURE," ASK FOR BEST ESTIMATE)

		OUT OF LAST FOUR ISSUES, READ				
		NONE	ONE	TWO	THREE	FOUR
Car & Driver	15	0	1	2	3	
Ebony	16	0	1	2	3	
Esquire	17	0	1	2	3	4
Field & Stream	18	0	1	2	3	
Jet	19	0	1	2	3	
Letterman	20	0	1	2	3	
Exploring	21	0	1	2	3	
Mechanics Illustrated	22	0	1	2	3	
Motor Trend	23	0	1	2	3	
National Geographic	24	0	1	2	3	4
Newsweek	25	0	1	2	3	4
Car Craft	26	0	1	2	3	4
Outdoor Life	27	0	1	2	3	4
Penthouse	28	0	1	2	3	4
People	29	0	1	2	3	4
Hunting	30	0	1	2	3	4
Popular Mechanics	31	0	1	2	3	4
Popular Science	32	0	1	2	3	4
Reader's Digest	33	0	1	2	3	4
Road & Track	34	0	1	2	3	4
Sport	35	0	1	2	3	4
Sporting News	36	0	1	2	3	4
Sports Afield	37	0	1	2	3	4
Sports Illustrated	38	0	1	2	3	4
Flying	39	0	1	2	3	4
Time	40	0	1	2	3	4
Hot Rod	41	0	1	2	3	4
TV Guide	42	0	1	2	3	4
Senior Scholastic	43	0	1	2	3	4
U.S. News & World Report	44	0	1	2	3	4
Cycle	45	0	1	2	3	4

CLASSIFICATION SECTION

And now, some questions so that we may put together the answers of people with similar family characteristics. Remember that all the information you give us is completely confidential ...

- A-1 Using one of the descriptions I read, please tell me the kind of household you live in now .. (READ LIST. RECORD BELOW UNDER COL A-1)
- A-2 And in which of these types of households were you living in August of this year? (REPEAT LIST IF NECESSARY AND RECORD UNDER A-2)

	A-1 46	A-2 47
With parents or guardian at home	1	1
Your own home where you are the head of the household	2	2
A dormitory or some other college building, or	3	3
Alone or with friends outside a dormitory type building?	4	4

B. Do you have any children?

Yes . . . 1
No . . . 2

ASK: How many children do you have?

C. Are you married, single, separated or divorced?

Married . . . 1 Single . . . 2 Separated/Divorced . . . 3

D. Are you enrolled in some form of full-time education for the 1975-76 school year?

Yes . . . 1 No . . . 2

E-1 Are you currently employed?

Yes . . . 1 No . . . 2 (SKIP TO F)

E-2. About how many hours a week do you work at a paid job?

Hours: _____

E-3. At what occupation are you currently employed? (PROBE FOR INDUSTRY AND POSITION)

F-1. Have you been unemployed, but looking for work at any time during the past two years?

Yes . . . 1 No . . . 2 (SKIP TO G)

F-2. About how many months were you out of work, and also looking for work?

Months: _____ 57-

F-3. What months were they and in what year?

SPECIFY MONTHS: _____ 58-

CIRCLE YEAR: 1973 . . . 1 1974 . . . 2 1975 . . . 3 59-

G. Which of the following categories comes closest to your expected personal earnings before taxes in 1975? (READ LIST)

- | | |
|--|----|
| | 60 |
| \$500 or less | 1 |
| More than \$500 to \$1,000 | 2 |
| More than \$1,000 to \$2,500 | 3 |
| More than \$2,500 to \$5,000 | 4 |
| More than \$5,000 to \$7,500 | 5 |
| More than \$7,500 to \$10,000 | 6 |
| More than \$10,000 to \$15,000 | 7 |
| More than \$15,000 to \$20,000 | 8 |
| More than \$20,000 | 9 |
| (DON'T READ) ... Refused | y |

H-1. Has your father spent any time on active duty?

Yes . . . 1

No . . . 2

H-2. Which service was he in?

Air Force
Army
Marine Corps
Navy
Other (SPECIFY)

Don't Know

H-3. About how much time did he spend on active duty?

(SPECIFY)

I. Which of the following categories comes closest to your father's income? If he is no longer working, please indicate his income if he was still working. (READ LIST)

Less than \$5,000 . . .
More than \$5,000 to \$7,500 . . .
More than \$7,500 to \$10,000 . . .
More than \$10,000 to \$15,000 . . .
More than \$15,000 to \$20,000 . . .
More than \$20,000 . . .

DON'T READ ---

Don't Know . . .

Refused . . .

J. Do you have any close relatives other than your father or friends who have recently spent a year or more in any of the armed services?

66

Yes . . . 1
No . . . 2

→ Which service(s) were they in?

67

Air Force . . . 1
Army . . . 2
Marine Corps . . . 3
Navy . . . 4
Other (SPECIFY) . . . 5

K. Was your overall grade level in high school ... (READ ENTIRE LIST)

Above average . . . 68-1
Slightly above average . . . -2
About average . . . -3
Slightly below average . . . -4
Below average . . . -5

L. Was the educational program you were in ... (READ LIST)

College preparatory . . . 69-1
Commercial training, or . . . -2
Industrial/vocational . . . -3

M. Which of the following mathematics courses, if any, did you take and pass in high school? (READ LIST)

Elementary Algebra . . . 70-1
Plane geometry . . . -2
Intermediate Algebra . . . -3
Trigonometry . . . -4
None of Above . . . -5

N. Did you take and pass any electricity or electrical course?

Yes . . . 71-1

No . . .

O. Did you have any military training in high school?

Yes . . . 15-1 →

Would you please describe it?

No . . . -2

P. Do you own a car?

Yes . . . 18-1 →

Does it have a radio?

No . . . -2

Q. Do you own a portable battery-operated radio in your home?

R. Just to be sure we are representing all groups in our sample, please tell me whether you describe yourself as:

Cuban
Mexican-American
Puerto Rican
Other Spanish
American Indian
Black
Oriental, or
White?
Refused

YOUR OPINIONS HAVE BEEN VERY HELPFUL AND I APPRECIATE THE TIME YOU HAVE PARTICIPATE IN THIS SURVEY. THANK YOU.

TIME ELAPSED: _____

INTERVIEWER'S NAME: _____

DATE: _____

IMPORTANT: HAVE YOU RECORDED THE IDENTIFICATION NUMBER OF THIS INTERVIEW ON PAGE 1 OF THE SCREENING QUESTIONNAIRE?